

CONSENT FORM

Understanding Consumer Perceptions of Advertisements in Print Media

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I confirm that I have read and understand the information sheet for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily.

I understand that my participation is voluntary and that I am free to withdraw at any time prior to submitting the questionnaire, without giving any reason. I understand that my data is anonymized and cannot be withdrawn following questionnaire submission.

I understand that any information given by me may be used in future reports, academic articles, publications, or presentations by the researchers, but my personal information will not be included, and I will not be identifiable.

I understand that my name/my organisation's name will not appear in any reports, articles or presentation without my consent.

I understand that data will be kept according to University guidelines for a minimum of 3 years after the end of the study and the anonymized raw data may become publicly available if the research is published.

I agree to take part in the above study

Name of Participant **Date** **Signature**

I confirm that the participant was given an opportunity to ask questions about the study, and all the questions asked by the participant have been answered correctly and to the best of my ability. I confirm that the individual has not been coerced into giving consent, and the consent has been given freely and voluntarily.

Signature of Researcher _____ **Date** _____

